

Via Planning Portal

Seonaid Carr
Development Management
London Borough of Camden
Camden Town Hall Extension
Argyle Street
London
WC1H 8EQ

14 Regent's Wharf
All Saints Street
London N1 9RL

020 7837 4477
london@nlpplanning.com

nlpplanning.com

Date 22 February 2016
Our ref 14951/SSL/KMo/10763457v1
Your ref

Dear Seonaid,

**Building P1, King's Cross Central: Applications for Temporary Planning Permission
for change of use and Advertisement Consent for Cinema**

PP- 04844917

Nathaniel Lichfield & Partners (NLP) act on behalf of King's Cross Central Limited Partner (KCCLP), a project investor in the original outline planning application for the King's Cross Central (KXC) development. On behalf of King's Cross Central Limited Partner (KCCLP), their partner Lead Manage and Everyman Cinemas, we enclose an application for temporary planning permission for a change of use of the ground floor unit for a Cinema and advertisement consent located in Building P1, located on the corner of Handyside Street and Wollstonecraft St, within King's Cross Central.

Application Submission

The application submission comprises the following documents:

- 1 Completed Application Form (Application for Full Planning Permission and Advertisement Consent);
- 2 Cheques for the relevant application fees (£385 and £110) – Hand delivered to Camden Council Offices;
- 3 CIL Form;
- 4 Site Location Plan;
- 5 Architectural Drawings Package – Existing and Proposed Plans, Proposed Internal Sections, Proposed Shopfront, Proposed Shopfront Signage; and
- 6 Noise Breakout Assessment (Anderson Acoustics).

Please also accept this letter in support of the application

Nathaniel Lichfield & Partners Limited
14 Regent's Wharf
All Saints Street
London N1 9RL

Registered in England No. 2778116
Regulated by the RICS

Offices also in
Bristol
Cardiff
Edinburgh
Leeds
Manchester
Newcastle
Thames Valley



Site Context

Outline planning permission for comprehensive mixed use development at King's Cross was permitted under Reference 2004/2307/P. The reserved matter application for Plot P1 was approved in 2012 (Reference 2012/4741/P). As such, the permitted use classes in P1 are C3, D1, A1-A3 and A5.

The application site is situated at ground floor level of Building P1 (the Plimsoll Building) which is located on the corner of Handyside Street (north) and Wollstonecraft Street (east). The upper floors of Building P1 are occupied as residential units.

Proposal

The proposed development comprises the temporary change of use of one unit within Building P1, from A1 retail use to D2 use, for a maximum period of two years. Once the temporary cinema use ceases at Building P1, the unit will return to retail use.

The proposed D2 use will be for a pop-up cinema, providing a maximum of 36 seats (including 2 disabled seats). The cinema will have an ancillary bar for patrons only and there will be a small outdoor seating area for a maximum of two tables. The cinema will be available to the public and also for private functions. The remainder of Building P1 will remain within the uses permitted under permission 2012/4741/P (C3, D1, A1-A3 and A5).

It is proposed that the cinema will be open seven days a week, for 17 hours a day (from 8am to 1am). The ancillary bar will open at 8am for the sale of coffees and pastries, or to host breakfast meetings, and the first screening of films will be at 10am. Cinema showings will finish by 12am and all staff will have vacated the premises and the cinema locked-up by 1am. Use of the external area would cease at 10pm.

The cinema will be occupied by Everyman Cinemas. They are an independent network of boutique cinemas and one of the fastest growing independent networks in the UK. They therefore have significant experience in visitor management. The cinema team will be responsible for overseeing the customers both in the unit and those using the external seating area, to ensure that there is no disturbance to residential neighbours. It is not anticipated that the number of customers will significantly exceed 36, the capacity of the screen. It is anticipated that there will be between one and three cinema team members available at any time to manage the customers using the cinema. However, there is scope to increase staffing levels to ensure adequate supervision and hospitality provision for capacity events, as required.

The proposals also seek approval for advertisement consent. The adverts comprise fascia signage above the entrance, graphic window signage, and a projecting sign. The fascia signage will be finished with anodised allumin face, in antique brass, with internal LED illumination. The graphic window signage comprises satin finish print on to clear vinyl with solid vinyl backing, to block out all light. The projecting sign will be internally illuminated and anodised in allumin carcass in antique brass, finished with black and red vinyl. Drawing No. 106.28/432A, submitted with the application, provides further details with regards to the height of advertisements, including the lettering, and illumination.



Background

A pre-application meeting was held with Officers on 18 January 2016. Officers agreed to the principal of the proposal and to the above scope of documents required for application submission. Officers sought details with regards to opening hours and service/visitor management, as outlined above, and a Noise and Vibration Report, which is included within the application submission.

Acceptability of Proposals

It is proposed to temporarily change the use from the permitted A1-A3 use class (as consented under Ref. 2012/4741/P) as this unit in occupation as a temporary cinema is considered to be the best use of the site currently, to bring people and enlivenment to this part of the site. Whilst the area is undergoing significant regeneration it currently lacks the required residential population necessary to support a retail use class, as well as the forthcoming 'destination' factors which are required to draw a sufficient pedestrian flow to make the retail use viable.

It is considered that the proposed temporary leisure use is therefore appropriate in the interim and would make a more significant contribution to the emerging high quality environment of KXC. The proposals would not result in a loss of employment generating floorspace and would better support the economic vitality of the area in accordance with Policy CS8. The proposed leisure use accords with Policy CS2, relating to the King's Cross area. The proposed temporary use would provide for a more active frontage and animated façade at ground floor level, presenting a significant improvement on the existing vacant unit.

The accompanying Noise and Vibration Report shows that adequate sound and vibration proofing will be provided. The cinema auditorium will be acoustically isolated from the existing shell and the ventilation plant has been selected for quiet operation. As such, the proposed design should enable compliance with all of Camden's noise guidelines relevant to development (Statement of Licensing Policy 2011). With only 36 seats available, it is not considered that external noise from visitors would be significant but it is proposed to limit the outdoor use to 10pm.

The proposed lighting to the signage would be discrete; it is proposed that the signs will be backlit. The shopfront comprises a high standard of design and will enhance the aesthetic value of the building, in accordance with Policy DP30.

Camden Development Policies outlines parking standards in Appendix 2. This requires a maximum of 1 disabled space per 500sqm, or part thereof, for D2 use classes for people with disabilities. This differs from the London Plan which would require 2 disabled spaces for a cinema of this capacity. There are disabled bays provided on local roads and within the MSCP within Building T1, located within c.100m of the application site, and therefore it is not considered necessary to provide for these on site with this application for temporary permission. It is not considered necessary to provide for any other parking spaces as this is a temporary use and the site is located in a highly accessible area with easy access to the Tube, buses and trains.

Conclusion

The proposals have been developed through a process of pre-application consultation between King's Cross Central Limited Partner (KCCLP) and Officers at LB Camden. The proposed temporary change of use of one unit in Building P1 would make a valuable contribution to the on-going regeneration of the King's Cross Area, building upon the works already completed or substantially underway in the KXC site. The building will return to retail use once the two-year



Nathaniel Lichfield
& Partners

Planning. Design. Economics.

temporary use ceases. Through on site management, controlled hours of use and sound insulation, it is considered that the proposed use would not cause harm to local residents.

We trust that you have sufficient information to validate and determine the application and shall contact you shortly to confirm this. If you have any queries in the meantime please do not hesitate to contact me or my colleague Marie-Claire Marsh.

Yours sincerely,

Katy Maurant
Planner